

NEW ZEALAND SOFTWARE ASSOCIATION TAKES LEAD IN ASIA-OCEANIA IT BODY

17th March, 2010 - For immediate release

The New Zealand Software Association (NZSA) has become New Zealand's representative body in the Asian-Oceanian Computing Industry Organization (ASOCIO). Established in 1984, ASOCIO has 20 members representing major Asian and Pacific based IT nations and seven guest members; USA, UK, Canada, Spain, France, Russia and Kenya. ASOCIO's member associations represent more than 10,000 IT companies in the region and it is recognised as having been instrumental in successfully linking IT companies in its member economies.

President, Terry Paddy, says the NZSA was delighted to be offered the opportunity to take up the reins as the local representative body. "More than 90% of NZSA members are exporters and most of them export products to ASOCIO member or guest nations," he says. "It is an exciting opportunity for New Zealand software developers to be able to leverage the global relationships ASOCIO will make available to us. More than ever New Zealand is proving its ability to compete on the world software stage and ASOCIO is just one of the alliances the NZSA is working to establish in building an even stronger growth platform for our members in 2010."

(ENDS)

Key Contacts

NZSA President

Terry Paddy

Email: president@nzsa.org.nz

Phone: +64 21 359868

NZSA ASOCIO Delegate

Steve Corbett

Email: s.d.corbett@e-centremassey.org.nz

Phone: +64 27 467 2167

New Zealand Software Association

Based in the Auckland the NZSA has over 300 member companies and individuals, directly involved in the development and production of software products. It has an additional database of 1,000 industry suppliers and supporters. In 2010 the NZSA has refocused its efforts as an export based organisation and is looking to provide a platform for New Zealand IT companies to successfully compete in global markets. The NZSA has a formal alliance with Canterbury Software Incorporated and Wellington's Unlimited Potential under the New Zealand Software Alliance banner.

www.nzsa.org.nz

ASOCIO

Throughout the expanse of Asia-Oceania, which encompasses both developed and developing economies, the Asian-Oceanian Computing Industry Organization (ASOCIO) stands tall as the bridge for IT companies in the region to expand their network of contacts, do business together and develop their capabilities. Since its establishment in 1984, in Tokyo, Japan, ASOCIO has dedicated itself to promoting, encouraging and fostering relationships, while promoting trade between its member organizations. As a federation of computing industry associations from the Asian-Oceanian region, ASOCIO's overriding objective is to develop the computing society and industry in the region.

ASOCIO has 20 members representing Japan, Australia, Bangladesh, Hong Kong, India, Indonesia, Korea, Laos, Malaysia, Mongolia, Myanmar, Nepal, New Zealand, Pakistan, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam. It has seven guest members from USA, UK, Canada, Spain, France, Russia and Kenya.. www.asocio.org